Project Design Phase-I Problem-Solution Fit

Date	14October2022
Team ID	PNT2022TMID27777
Project Name	Visualizing and predicting heart diseases with
	An interactive dashboard
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S)

- smosers
 people who have high blood pressure
 people who have high cholesterol
 people who have high lipoprotein
 Diabete patients

- Dabete patients
 people who have lack of regular exercise
 Thrombonic patients
 people who shortments of breath
 people who shortments of breath
 people who have Chest pain, thest tightness, chest
 pressure and chest discomint (magnas)
 people who have Pani in the neck, jaw, throat, upper belly area
 or back.
- people who have Pain in the neck, jaw, throat, upper belly area or back people who have Pain, numbress, weakness or coldness in the legs or arms if the blood vessels in those body areas are narrowed people who have overweight

6. CUSTOMER CONSTRAINTS

- Lack of Loowledge About heard General
 Personal Characteristics and physical dissibility of the customer.
 Personal Characteristics and physical dissibility of the customer.
 Complex symptoms of heart failure
 Psychological pulsors.
 Lack of support.
 Lack of support.
 Lack of support.
 Exconomical background is unafor constraints that prevent the customer from taking action.
 Medical and disease related limitations.

5.AVAILABLE SOLUTIONS



Which solutions are available to the customers when they face the proble or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

There are various solutions available for the people who re

affected with heart diseases. They are,

- Ouit smoking
- get cholesterol test periodically
- eat plenty of fruits, vegetables and healthy foods with grains, sprouts, nuts etc.
- Exercise regularly
- Maintain a good physique

If these solutions are properly followed then the people $\,$ affected with disease can be cured naturally.

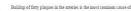
- But, along with these they have to go for regular medical checkup and test for any heart disease
- If disease is found in heart they need to make arrangements under proper medications.

2. JOBS-TO-BE-DONE/PROBLEMS

- Lives depending on medical support Financial insecurity shortness of breath may feel chest pain, chest tightness, chest pressure

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exist the backstory behind the need to do this job?



- Southour of the plaques in the arteries is the most common cause of coronary artery disease.

 Active article indexes, the of execution of the coronary artery disease.

 Active artic insufficiency (AI)

 To cause the diseased planties especially to visualize the heart problems and give milet for them.

 One backstory is that many children are now affected with hole in theheart and suffixe a left than elders, so this method is initiated.

 Beart in the first formed organ when human is formed in the womb so problem in this affects the whole body:

 Thus, this visualization is saided and only such heart diseases is predicted with an interactive dashboard.

7. BEHAVIOUR

RC

- Regular, daily physical activity can lower the risk of heart disease. Physical activity helps control your weight. As healthy deter make protect the beast improve blood pressure and cholesten), and reduce the risk of type 2 dashest One of the best things you can do for your heart is to stop smoking or using smokeless; tobocco-leven if you te not a smoker, be sure to a void secondame.

- smoke.
 Minimia a baility weight
 Get good quality aleep
 Minages stress
 High blood pressure and high cholesterol can damage the heart and blood
 vesseb. But without testing for them, you probably won't know whether you
 have these condition. Regular screening can tell you what your numbers areand
 whether you need to take action.

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Lifestyle changes
- Lives depending on medical support need to search for heart specialist with manageable price
- need to apply for health insurance
- Financial insecurity
- Anxiety shortness of breath
- may feel emotional stress
- may feel chest pain, chest tightness, chest pressure feel for fatigue

10. YOUR SOLUTION

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If you are working on an existing business, write down your current solution first fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in he canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Heart disease treatment depends on the cause and type of heart damage. Healthy lifestyle habits — such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and not smoking — are an important part of treatment.
- If lifestyle changes alone don't work, medications may be needed to control heart disease symptoms and to prevent complications. The type of medication used depends on the type of heart disease.
- Some people with heart disease may need a procedure or surgery. Thetype of procedure or surgery will depend on the type of heart disease and the amount of damage to the heart.

8. CHANNELS of BEHAVIOUR



What kind of actions do customers take online? Extract online channels from #7

- Online appointments with doctors.
- Research about the heart disease they are diagnosed with
- Finding possible natural cures.

82 OFFLINE

8.1 ONLINE

What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

- Maintaining proper diet and eating healthy food.
- Having adequate amount of sleep.
- Maintaining a calm and relaxed mindstate
- Following the suggestions made by the doctors.
- Doing exercise and maintaining fitness.
- Taking the right doses of pills at the right time mentioned by doctors.

4. EMOTIONS: BEFORE / AFTER



- i.e. lost, insecure > confident, in control use it in your communication strategy & design. Before a person knows that he/she is affected with any kind of disease, they are happy
- and do their work normally. They don't need to worry about their own body for any problems and do their work normally and comfortably.
- But, after a person comes to know about any kind of problems especially a heart disease he/she becomes
- illness
- unhealthy
- stressed/depressed uncomfortable with their daily routines.
- Lifestyle becomes upside down